

Little Red Book of Sales Answers: 99.5 Real Life Answers that Make Sense, Make Sales, and Make Money

By Jeffrey Gitomer

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Jeffrey Gitomer's bestselling companion to his classic *Little Red Book of Selling*

Salespeople are looking for answers. The fastest, easiest answers that work every time. The good news is, the answers exist. The bad news is, in order to be able to become a successful salesperson, you have to understand, practice, and master the answers.

You'd think with all the solutions contained in *The Little Red Book of Sales Answers* that anyone who listens to it would automatically become a better salesperson. You'd be thinking wrong. To become a better salesperson, the first thing you have to do is *listen to it*. The second thing to do is *listen to it again*. The third thing to do with this is *try one answer everyday*. If it doesn't work exactly right the first time, or the outcome wasn't what you expected, try it again and tweak it a little bit. The fourth thing you have to do is *practice the answer* until you feel that it's working. The fifth thing you have to do *is become the master of it*.

In his *Little Red Book of Sales Answers*, Jeffrey Gitomer allows you to blend each answer to your selling situation and do it in a way that fits your style, and your personality.

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